

CLAIMS

1. (Currently Amended) A computer implemented method to target advertisement to be sent along with encrypted digital content, the method comprising the steps of:
 - accepting an end user request from an end user for delivery of an encrypted digital content;
 - charging a payment account for the encrypted digital content;
 - determining, using an address verification system operated by a third party during payment clearing, a payment clearing address of the end user based upon the payment account;
 - associating one or more pieces of advertisement with the encrypted digital content if the payment clearing address is in a predetermined geographic region; and
 - delivering, in response to the charging, the encrypted digital content and the one or more pieces of the advertisement to the end user.
2. (Previously Presented) The computer implemented method according to claim 1, wherein the step of associating the one or more pieces of advertisement includes associating advertisement with the encrypted digital content if the payment clearing address is in a predetermined geographic region and one or more usage conditions for the encrypted digital content authorizes the advertisement to be associated with the predetermined geographical region.

3. (Currently Amended) The computer implemented method according to claim 1, further comprising the steps of:

determining a geographical location of an end user device based upon an IP address of an~~the~~ end user device used by the end user and wherein the step of associating the one or more pieces of advertisement includes associating advertisement with the encrypted digital content if the payment clearing address is in the predetermined geographic region or if the ~~IP address~~ geographical location of the end user device is in the predetermined geographic region.

4. (Currently Amended) The computer implemented method according to claim 1, further comprising the steps of:

determining a geographical location of an end user device based upon an IP address of an~~the~~ end user device used by the end user, and wherein the step of associating the one or more pieces of advertisement includes associating advertisement with the encrypted digital content if the payment clearing address is in the predetermined geographic region and if the ~~IP address~~ geographical location of the end user device is in the predetermined geographic region.

5. (Currently Amended) The computer implemented method according to claim 3, wherein the step of determining a geographical location of an end user device based upon an IP address of the end user device includes at least one of the following sub-steps:

- querying one or more IP addresses in IP databases provided by third parties;
- checking one or more country codes found in the trace routes to the IP address being determined; and
- using preassigned country allocations for class C IP addresses.

6. (Currently Amended) The computer implemented method according to claim 4, wherein the step of determining a geographical location of an end user device based upon an IP address of the end user device includes computing a confidence for the IP address comprising the sub-steps of:

performing a network trace route to an end user device;

querying one or more IP addresses of hops other than an IP address of the end user device within in the network trace route in IP databases provided by third parties;

checking one or more country codes of the one or more IP addresses other than the IP address of the end user device found in the trace route;

wherein the confidence is computed based upon other IP addresses returned for the geographic region being determined.

7. (Currently Amended) A computer implemented method at a content authoring site for setting one or more geographic usage conditions for advertisement to be sent along with encrypted digital content, the method comprising the steps of:

receiving, at a processor, a geographic region in which to deliver one or more pieces of advertisement in association with encrypted digital content;

setting one or more conditions for the advertisement associated with digital content, wherein the conditions are selected from a group of conditions consisting of a time period when the advertisement is presented, the number of times the advertisement is presented, whether the printing of coupons and other offers is permitted, and whether the sending of advertisement from the end user device receiving the advertisement to another end user device is permitted;

accepting an end user request from the end user device for delivery of an encrypted digital content;

charging a payment account for the encrypted digital content;

determining, using an address verification system operated by a third party during payment clearing, a payment clearing address of the end user based upon the payment account; and

associating the one or more pieces of advertisement with the encrypted digital content for delivery to the end user if the payment clearing address is in the geographic region.

8. (Previously Presented) A computer implemented method at an online store to target advertisement to be sent along with encrypted digital content, the method comprising the steps of:

determining a geographical location of an end user device requesting delivery of encrypted digital content by performing the sub-steps of:

performing a network trace route to the end user device;

querying one or more IP addresses of hops, other than an IP address of the end user device, found in the network trace route in IP databases provided by:

checking one or more country codes for the one or more IP addresses of the hops found in the network trace route; and

determining the geographical location of the end user using preassigned country allocations for class C IP addresses of the one or more IP addresses; and

associating one or more pieces of advertisement with the encrypted digital content if the geographical location of the end user device is in a predetermined geographic region.

9. (Previously Presented) A computer readable medium containing programming instructions for an online store to target advertisement to be sent along with encrypted digital content, the programming instruction comprising:

determining a geographical location of an end user device requesting delivery of an encrypted digital content by:

performing a network trace route to the end user device;

querying one or more IP addresses of hops, other than an IP address of the end user device, found in the network trace route in IP databases provided by third parties;

checking one or more country codes of the one or more IP addresses of that other than the IP address of the end user device found in the trace routes; and

determining the geographical location of the end user device by using preassigned country allocations for class C IP addresses of the one or more IP addresses; and

associating one or more pieces of advertisement with the encrypted digital content if the geographical location of the end user device is in a predetermined geographic region.

10. (Previously Presented) The computer readable medium of claim 9, wherein the programming instruction of associating the one or more pieces of advertisement includes associating advertisement with the encrypted digital content if the geographical location of the end user device is in a predetermined geographic region and one or more usage conditions for the encrypted digital content authorizes the advertisement to be associated with the geographical region of the end user device requesting the encrypted digital content.

11. (Currently Amended) The computer readable medium of claim 9, further comprising instructions for:

determining, using an address verification system operated by a third party during payment clearing, a payment clearing address of the end user, wherein the end user sends a request via the end user device for delivery of encrypted digital content; and

wherein the programming instruction for associating the one or more pieces of advertisement include instructions for associating advertisement with the encrypted digital content if the geographical location is in the predetermined geographic region or if the payment clearing address is in the predetermined geographic region.

12. (Currently Amended) The computer readable medium of claim 9, further comprising the instruction of:

determining, using an address verification system operated by a third party during payment clearing, a payment clearing address of the end user, wherein the end user sends a request via the end user device for the delivery of encrypted digital content; and

wherein the programming instruction for associating the one or more pieces of advertisement include instructions for associating advertisement with the encrypted digital content if the geographical location is in the predetermined geographic region and if the payment clearing address is in the predetermined geographic region.

13. (Currently Amended) A computer readable medium containing programming instruction for authoring content at an content authoring site for setting one or more geographic usage conditions for advertisement to be sent along with encrypted digital content, the instructions comprising:

receiving a predetermined geographic region for presenting a selected advertisement in association with encrypted digital content;

setting one or more conditions for the advertisement associated with the digital content, wherein the conditions are selected from a group of conditions consisting of a time period when the advertisement is presented, the number of times the advertisement is presented, whether the printing of coupons and other offers is permitted, and whether the sending of advertisement from the end user device receiving the advertisement to another end user device is permitted;

accepting an end user request from an end user device for the delivery of an encrypted digital content;

charging a payment account for the encrypted digital content;

determining, using an address verification system operated by a third party during payment clearing, a payment clearing address for the payment account of the end user; and

associating the selected advertisement with the encrypted digital content if the payment clearing address is in the a-predetermined geographic region.

14. (Previously Presented) An information processing system for hosting an online store to target advertisement to be sent along with encrypted digital content, the system comprising:

- an network interface to couple at least one end user device, wherein the end user device requests delivery of encrypted digital content;

- an address verification system including a means for determining geographical location of the end user device requesting the delivery of encrypted digital content, the address verification system including means for:

- performing a network trace route to the end user device;

- querying one or more IP addresses of that other than an IP address of the end user device found in the network trace route in IP databases provided by third parties;

- checking one or more country codes for the one or more IP addresses of hops other than the IP address of the end user device found in the network trace route; and

- determining the geographical location of the end user using preassigned country allocations for class C IP addresses of the one or more IP addresses; and

- means for associating one or more pieces of advertisement with the encrypted digital content if the geographical location is in a predetermined geographic region.

15. (Previously Presented) The information processing system according to claim 14, wherein the means for associating the one or more pieces of advertisement includes associating advertisement with the encrypted digital content if the geographical location is in a predetermined geographic region and one or more usage conditions for the encrypted digital content authorizes the advertisement to be associated with the geographical region of the end user device requesting the encrypted digital content.

16. (Previously Presented) The computer implemented method according to claim 8, wherein the step of associating the one or more pieces of advertisement includes associating advertisement with the encrypted digital content if the geographical location is in a predetermined geographic region and one or more usage conditions for the encrypted digital content authorizes the advertisement to be associated with the geographical region of the end user device requesting the encrypted digital content.

17. (Currently Amended) An information processing system for authoring content and for setting one or more geographic usage conditions for advertisement to be sent along with encrypted digital content, the instructions comprising:

means for receiving a geographic region in which to deliver one or more pieces of advertisement in association with encrypted digital content;

means for setting one or more conditions for the advertisement associated with digital content, wherein the conditions are selected from a group of conditions consisting of a time period when the advertisement is presented, the number of times the advertisement is presented, whether the printing of coupons and other offers is permitted, and whether the sending of advertisement from the end user device receiving the advertisement to another end user device is permitted;

means for accepting an end user request from the end user device for delivery of an encrypted digital content;

means for charging a payment account for the encrypted digital content;

means for determining, using an address verification system operated by a third party during payment clearing, a payment clearing address of the end user based upon the payment account; and

means for associating one or more pieces of advertisement with the encrypted digital content for delivery to the end user if the payment clearing address is in the geographic region.